

My Kind of IFT, In My Kind of Town



IFT 10
ANNUAL MEETING + FOOD EXPO®

■ **Donna Berry** *Product Development Editor*

Chicago hosts the IFT 10 Annual Meeting + Food Expo from July 17 to 20, the largest annual food science forum and exposition in the world. Carrying the tagline of “The Best of Food Thinking 2010,” the show, which is at McCormick Place South, will be visited by thousands of food scientists, suppliers, marketers and others who gather annually to exchange thoughts, ideas and recent innovations.

Join other food scientists at the IFT Awards Celebration on Saturday, July 17, starting at 5:30 p.m., to honor recipients of the prestigious IFT Achievement Awards and newly elected IFT Fellows. This is your opportunity to congratulate your colleagues for their outstanding achievements and contributions to the field of food science and technology. During the celebration, IFT President Marianne Gillette will recap the past year’s IFT accomplishments and introduce the incoming IFT President and President-Elect. Following the awards ceremony is a networking reception where attendees can connect with old friends and meet new ones while enjoying Chicago-style cuisine and entertainment.

This year’s keynote speaker is Daniel Pink, best-selling author of the book *A Whole New Mind*. In this provocative and entertaining kick-off session on Sunday morning starting at 8:45, Pink will demonstrate how many common organizational incentives often go wrong — and can reduce both creativity and satisfaction on the job. With examples from cutting-edge companies and intriguing experiments around the world, attendees will learn the three key ingredients of intrinsically motivated high performers, and how organizations can create contexts that tap their employees’ deepest motivations to produce the highest results. Pink’s thinking is reshaping how organizations operate and how individuals navigate their careers.

All IFT members are invited to the annual IFT Town Hall Meeting, which takes place this year on Sunday (4 to 5:30 p.m.). Attendees will have the chance to learn more about IFT’s current programs and services and to ask questions of members of the Board of Directors.

The forum

This year’s food science forum is organized around key focus areas within the industry, and based on core sciences that provide the foundation for all things related to food science. The new track structure was designed to meet food professionals’ needs by focusing on topic areas of great interest and importance. It also simplifies the program’s structure to make it easier for you to find your sessions.

The program involves experts from private and public companies (manufacturers and suppliers), government agencies and research institutions. They provide insight on a range of topics during more than 1,000 presentations. Topics range from new health and safety benefits and product innovations to the latest consumer favorites, fears and trends.

The key focus area program tracks are Food Safety & Defense; Food, Health & Nutrition; Emerging Technologies & Ingredient Innovations; Food Processing & Packaging; Product Development; Sustainability,

Expo Hours

Sunday, July 18, Noon to 5 p.m.

Monday, July 19, 10 a.m. to 5 p.m.

Tuesday, July 20, 10 a.m. to 4 p.m.

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U.S. Dairy Ingredients Take Center Stage

Helping food and beverage manufacturers discover new ways to use dairy ingredients in a wide range of product applications is the focus of the U.S. Ingredients program in booth 4223. Recent research will be available to demonstrate how U.S. dairy ingredients can contribute to improved taste, functionality and nutritional benefits that meet consumer demands.

Valuable information on innovation resources and skilled researchers will be available to discuss ways dairy ingredients can help solve many of today's formulation challenges, including those encountered by dairy foods formulators. A number of dairy product prototypes will be available for sampling, including:

- Soothing smoothie: a creamy, milk-based whey protein smoothie that is an excellent source of protein and calcium.
- Cheesy pizza veggie dip: a nutritious and versatile cheese designed to entice kids to eat their vegetables.



Photo courtesy of U.S. Dairy Export Council

■ Dairy ingredients add calcium and high-quality protein to all types of applications.

- Frozen nutrition snack: a novel frozen treat containing protein and calcium to enjoy on a warm summer day.

As part of a global ingredient focus, the U.S. Ingredients program, formerly managed by Dairy Management Inc. (DMI), Rosemont, Ill., now operates under the U.S. Dairy Export Council (USDEC), Arlington, Va. For more information about the resources provided by the U.S. Ingredients program, or to learn the latest information on dairy-related research and information, visit www.innovatewithdairy.com.